UNIVERSITY OF DETROIT MERCY
Build A Boundless Future

Core Curriculum Student Learning Outcomes Rubric:
KA-A1. ORAL COMMUNICATION

Rubric Dimensions	Capstone	Milestones	Milestones	Benchmark	No Evidence	Not Applicable
	4	**3**	**2**	**1**	**0**	**NA**
A1.1: Type & A1.4: Extemporaneous Delivery (Organization) Deliver a speech extemporaneously (demonstrating an understanding of the types of speech presentation).	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and **consistently observable and makes the content of the presentation cohesive.**	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and **consistently observable** within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is **intermittently observable** within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is **not observable** within the presentation.	*No Evidence*	*Not Applicable*
A1.2: Ethical Purpose (Central Message) Formulate a clear, achievable, ethical purpose for a speech.	Ethical central message is **compelling** (precisely stated, appropriately repeated, memorable, and strongly supported.)	Ethical central message is **clear and consistent** with the supporting material.	Ethical central message is **basically understandable but is not often repeated and is not memorable.**	Ethical central message **can be deduced, but is not explicitly stated in the presentation.**	*No Evidence*	*Not Applicable*
A1.3: Audience Analysis and Adaptation (Language) Analyze an audience and adapt the speech to achieve a specific purpose.	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is somewhat appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is **not** appropriate to audience.	*No Evidence*	*Not Applicable*
A1.5: Delivery Skills Demonstrate effective use of voice (pitch, rate, volume, etc.) and nonverbal cues (eye contact, gestures, etc.) to achieve a speech goal.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.	*No Evidence*	*Not Applicable*
A1.6: Supporting Materials Integrate supporting material and supplementary aids into a speech in an ethical manner.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) reference information or analysis that **significantly support** the presentation.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) reference information or analysis that **generally support** the presentation.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) reference information or analysis that **partially support** the presentation.	Materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) reference information or analysis that **minimally support** the presentation.	*No Evidence*	*Not Applicable*
A1.7: Speaker Credibility Demonstrate an understanding of the role and elements of speaker credibility and integrate elements to enhance credibility.	Supporting materials reference information or analysis that **significantly establish** the presenter's credibility on the topic.	Supporting materials reference information or analysis that **generally establish** the presenter's credibility on the topic.	Supporting materials reference information or analysis that **partially establish** the presenter's credibility on the topic.	Materials reference information or analysis that minimally **establish** the presenter's credibility on the topic.	*No Evidence*	*Not Applicable*